

# *THE BOSTON* **PEOPLE'S** *Voice*

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## March was NBA Reading Month

The Boston Celtics, ReadBoston and ZOOM celebrated March as NBA Reading month. The Celtics hosted a reading "time-out" with 40 ReadBoston students from Emerson Elementary School in Roxbury at their practice facility (Sports Authority Training Center at HealthPoint) in Waltham, MA.

Celtics Kenny Anderson and Chris Carr read selected titles to the third and fourth grade students and were joined by two cast members from WGBH's educational program "ZOOM". Gift bags were also distributed to each student.

As part of Reading Month, the Celtics and ZOOM hosted a Book Drive at the Celtics Game on Sunday, March 25<sup>th</sup> versus the Chicago Bulls. In addition to what was collected from the fans at that game, the Celtics donated 3,000 new books to the ReadBoston program.

AT&T Broadband matched the Celtics donation with another 3,000 books bringing the grand total to 6,000 books.

ReadBoston was founded in 1995 by Mayor Thomas M. Menino and other city leaders as an early literacy campaign with a simple ambitious mission: to ensure that every child in Boston could read at grade level by the third grade. With this goal in mind, ReadBoston has become a catalyst for change in all of Boston's communities. By forming partnerships with city organizations committed to children's literacy and by funneling resources, innovative program, books, and best practices into Boston neighborhoods. ReadBoston is making great strides to achieve its goal. In 1997 the U.S. Department of Education cited ReadBoston as an exemplary national model.